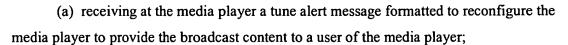We Claim:

1. A method of transmitting a tune alert message from a first media player to a second media player, the method comprising:

    (a) presenting broadcast content to a user of the first media player;

    (b) generating at the first media player a tune alert message formatted to reconfigure the second media player to provide the content to a user of the second media player; and

    (c) transmitting the tune alert message from the first media player to the second media player to provide broadcast content to a user of the second media player.

2. The method of claim 1, wherein the tune alert message comprises at least one content selection configuration parameter of the first media player.

3. The method of claim 1, wherein the content comprises audio content received from a radio broadcast source.

4. The method of claim 1, wherein the content comprises audio-visual content received from a video broadcast source.

5. The method of claim 1, wherein the tune alert message comprises an identification of a content source.

6. The method of claim 5, wherein the tune alert message further comprises profile information to characterize the broadcast content.

7. The method of claim 1, wherein (c) comprises transmitting the tune alert message from the first media player to a message server.

8. A method of adjusting a configuration of a media player to receive broadcast content, the method comprising:
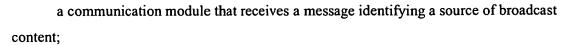
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(a) receiving at the media player a tune alert message formatted to reconfigure the media player to provide the broadcast content to a user of the media player;

(b) presenting the tune alert message to a user of the media player; and

(c) reconfiguring the media player to process the broadcast content.

9. The method of claim 8, further including: after (b) receiving an input from the user accepting or denying the tune alert message; and wherein (c) comprises reconfiguring the media player to process the broadcast content only when the user accepts the tune alert message.

10. The method of claim 8, wherein the tune alert message comprises configuration parameters of another media player.

11. The method of claim 8, wherein the content comprises audio content received from a radio broadcast source.

12. The method of claim 8, wherein the content comprises audio-visual content received from a video broadcast source.

13. The method of claim 8, wherein the tune alert message comprises an identification of a content source.

14. The method of claim 8, further including before (b):

comparing at least one parameter of the tune alert message to at least one preference parameter provided by a user of the media player.

15. The method of claim 8, wherein the broadcast content comprises promotional content.

16. A media player configured to receive messages and broadcast content; the media player comprising:

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a communication module that receives a message identifying a source of broadcast content;

a tuner that is adjustable to process content received from a plurality of different sources of broadcast content; and

a tune alert module configured to adjust the tuner to process content received from the content source identified in the message.

17. The receiver of claim 16, wherein the tuner processes radio content.

18. The receiver of claim 16, wherein the tuner processes video content.

19. The receiver of claim 16, wherein the tuner process multimedia content.

20. A computer-readable medium containing computer-executable instructions for causing a first media player to perform the steps comprising:

(a) presenting content to a user of the first media player;

(b) generating at the first media player a tune alert message that may be used to reconfigure a second media player to provide the content to a user of the second media player; and

(c) transmitting the tune alert message from the first media player to the second media player to provide the broadcast content to a user of the second media player.

21. A media player comprising:

a means for selecting content to present to a user;

a means for transmitting tuning information that corresponds to the content and is formatted to be used to tune a remote device.

22. A mobile terminal comprising:

a transceiver module that sends and receives messages;

a tuner module configurable to select broadcast content;

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a tune alert module coupled to the tuner module and the transceiver module, the tune alert module generating tune alert messages that are formatted to adjust a tuner module of another mobile terminal; and

an audio/video generation module for receiving the broadcast content from the tuner and providing audio and video signals to output devices.